**Counties: Lee, AL**

**Top Twenty Tapestry Segments**

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

| Rank | Tapestry Segment | Households | | U.S. Households | | |
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| 1 | 26. Midland Crowd | 22.3% | 22.3% | 3.7% | 3.7% | 599 |
| 2 | 63. Dorms to Diplomas | 17.8% | 40.1% | 0.4% | 4.1% | 3976 |
| 3 | 55. College Towns | 11.6% | 51.7% | 0.8% | 4.9% | 1459 |
| 4 | 12. Up and Coming Families | 10.0% | 61.7% | 3.4% | 8.3% | 296 |
| 5 | 41. Crossroads | 7.8% | 69.5% | 1.5% | 9.8% | 518 |
| | **Subtotal** | **69.5%** | | **9.8%** | | |
| 6 | 17. Green Acres | 4.9% | 74.4% | 3.2% | 13.0% | 153 |
| 7 | 22. Metropolitans | 3.9% | 78.3% | 1.2% | 14.2% | 330 |
| 8 | 33. Midlife Junction | 3.1% | 81.4% | 2.5% | 16.7% | 123 |
| 9 | 52. Inner City Tenants | 2.8% | 84.2% | 1.5% | 18.2% | 182 |
| 10 | 02. Suburban Splendor | 2.6% | 86.8% | 1.7% | 19.9% | 149 |
| | **Subtotal** | **17.3%** | | **10.1%** | | |
| 11 | 64. City Commons | 2.4% | 89.2% | 0.7% | 20.6% | 360 |
| 12 | 62. Modest Income Homes | 2.3% | 91.5% | 1.0% | 21.6% | 227 |
| 13 | 13. In Style | 2.1% | 93.6% | 2.5% | 24.1% | 83 |
| 14 | 56. Rural Bypasses | 1.8% | 95.4% | 1.5% | 25.6% | 121 |
| 15 | 18. Cozy and Comfortable | 0.9% | 96.3% | 2.8% | 28.4% | 33 |
| | **Subtotal** | **9.5%** | | **8.5%** | | |
| 16 | 14. Prosperous Empty Nesters | 0.9% | 97.2% | 1.8% | 30.2% | 46 |
| 17 | 48. Great Expectations | 0.7% | 97.9% | 1.7% | 31.9% | 43 |
| 18 | 31. Rural Resort Dwellers | 0.6% | 98.5% | 1.6% | 33.5% | 38 |
| 19 | 57. Simple Living | 0.5% | 99.0% | 1.4% | 34.9% | 38 |
| 20 | 29. Rustbelt Retirees | 0.5% | 99.5% | 2.1% | 37.0% | 23 |
| | **Subtotal** | **3.2%** | | **8.6%** | | |
| | **Total** | **99.5%** | | **37.0%** | | **267** |

## Top Ten Tapestry Segments
### Site vs. U.S.
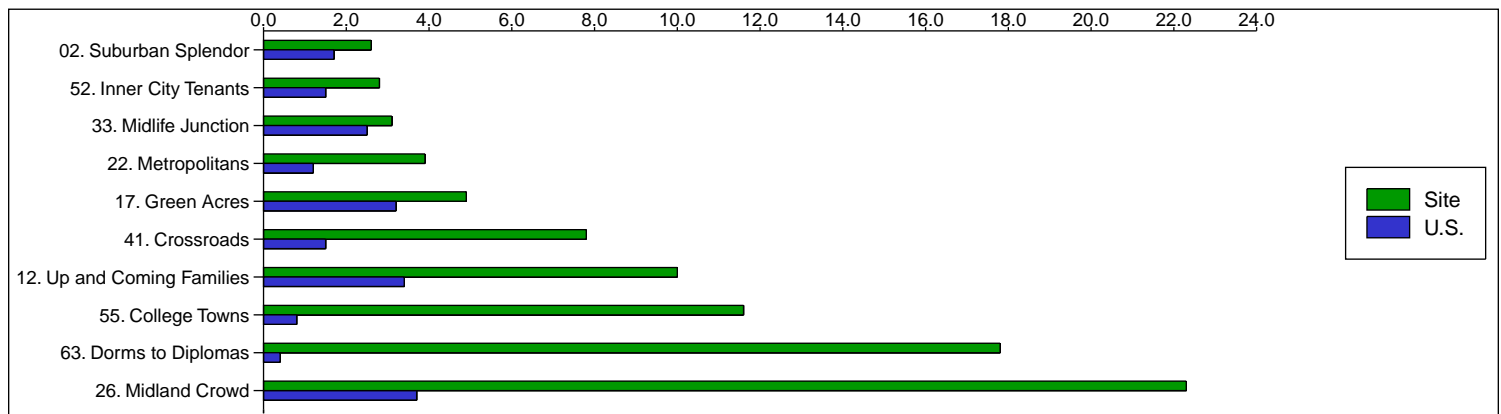


**Percent of Households by Tapestry Segment**

**Source:** ESRI

**Counties: Lee, AL**
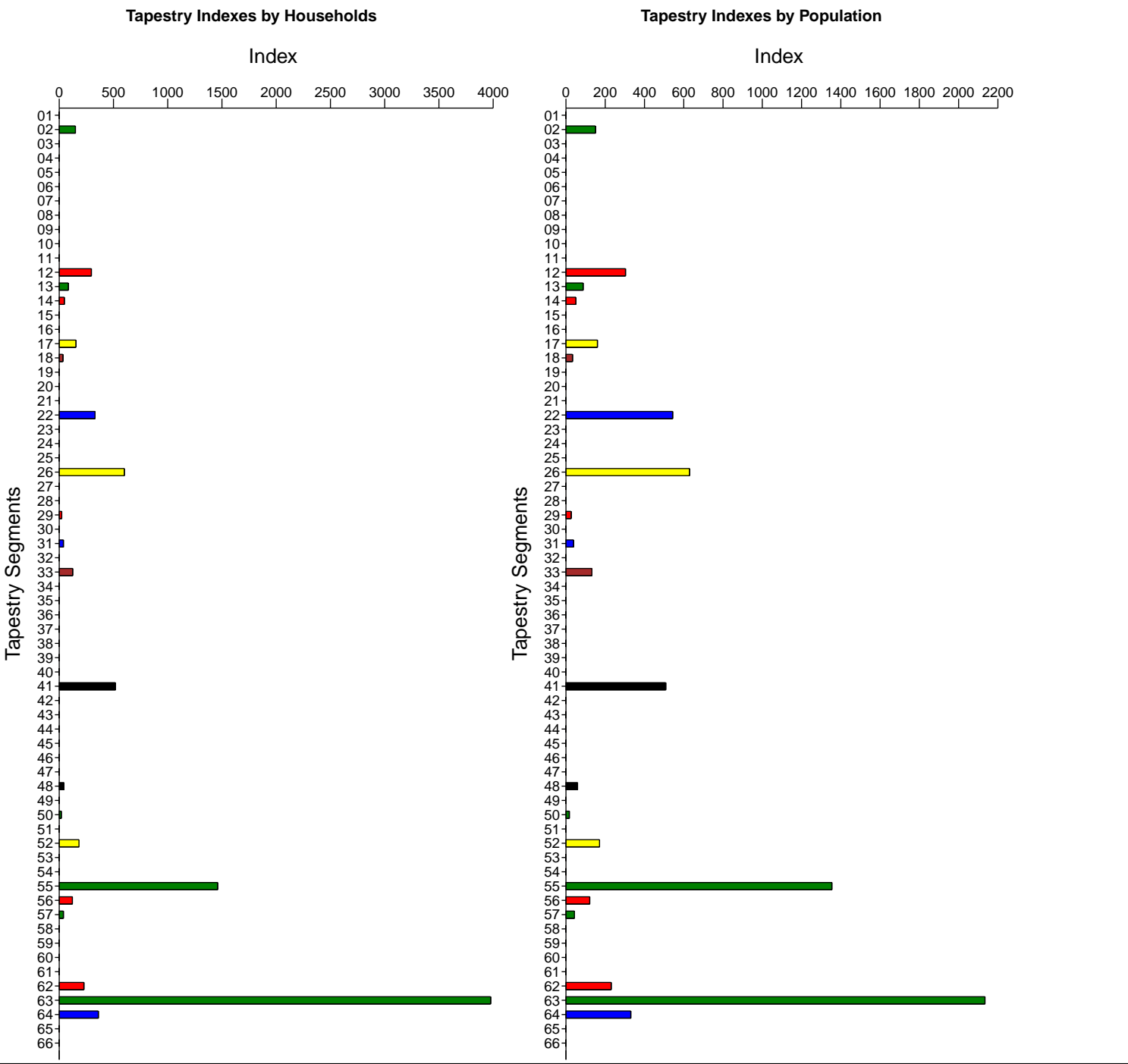
## Tapestry Indexes by Households

### Index



## Tapestry Indexes by Population

### Index



**Source:** ESRI

**Counties: Lee, AL**

| Tapestry LifeMode Groups | 2008 Households | | | 2008 Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total** | 54,617 | 100.0% | | 133,364 | 100.0% | |
| | | | | | | |
| **L1. High Society** | 1,410 | 2.6% | 20 | 4,010 | 3.0% | 22 |
| 01 Top Rung | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 02 Suburban Splendor | 1,410 | 2.6% | 149 | 4,010 | 3.0% | 150 |
| 03 Connoisseurs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 04 Boomburbs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 05 Wealthy Seaboard Suburbs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 06 Sophisticated Squires | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 07 Exurbanites | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **L2. Upscale Avenues** | 4,300 | 7.9% | 57 | 10,965 | 8.2% | 60 |
| 09 Urban Chic | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10 Pleasant-Ville | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11 Pacific Heights | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13 In Style | 1,122 | 2.1% | 83 | 2,658 | 2.0% | 87 |
| 16 Enterprising Professionals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 17 Green Acres | 2,672 | 4.9% | 153 | 7,069 | 5.3% | 160 |
| 18 Cozy and Comfortable | 506 | 0.9% | 33 | 1,238 | 0.9% | 33 |
| | | | | | | |
| **L3. Metropolis** | 3,387 | 6.2% | 118 | 10,291 | 7.7% | 147 |
| 20 City Lights | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 22 Metropolitans | 2,133 | 3.9% | 330 | 7,155 | 5.4% | 543 |
| 45 City Strivers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 51 Metro City Edge | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 54 Urban Rows | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 62 Modest Income Homes | 1,254 | 2.3% | 227 | 3,136 | 2.4% | 230 |
| | | | | | | |
| **L4. Solo Acts** | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 08 Laptops and Lattes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 23 Trendsetters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 27 Metro Renters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 36 Old and Newcomers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 39 Young and Restless | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **L5. Senior Styles** | 1,243 | 2.3% | 18 | 2,884 | 2.2% | 21 |
| 14 Prosperous Empty Nesters | 466 | 0.9% | 46 | 1,122 | 0.8% | 50 |
| 15 Silver and Gold | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 29 Rustbelt Retirees | 268 | 0.5% | 23 | 644 | 0.5% | 26 |
| 30 Retirement Communities | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 43 The Elders | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 49 Senior Sun Seekers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 50 Heartland Communities | 215 | 0.4% | 18 | 440 | 0.3% | 17 |
| 57 Simple Living | 294 | 0.5% | 38 | 678 | 0.5% | 43 |
| 65 Social Security Set | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **L6. Scholars & Patriots** | 16,066 | 29.4% | 2039 | 32,241 | 24.2% | 1356 |
| 40 Military Proximity | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 55 College Towns | 6,335 | 11.6% | 1459 | 13,377 | 10.0% | 1354 |
| 63 Dorms to Diplomas | 9,731 | 17.8% | 3976 | 18,864 | 14.1% | 2134 |

**Source:** ESRI

**Counties: Lee, AL**

| Tapestry LifeMode Groups | 2008 Households | | | 2008 Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total** | 54,617 | 100.0% | | 133,364 | 100.0% | |
| | | | | | | |
| **L7. High Hopes** | 408 | 0.7% | 18 | 1,225 | 0.9% | 24 |
| 28 Aspiring Young Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 48 Great Expectations | 408 | 0.7% | 43 | 1,225 | 0.9% | 59 |
| **L8. Global Roots** | 1,510 | 2.8% | 34 | 3,254 | 2.4% | 25 |
| 35 International Marketplace | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 38 Industrious Urban Fringe | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 44 Urban Melting Pot | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 47 Las Casas | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 52 Inner City Tenants | 1,510 | 2.8% | 182 | 3,254 | 2.4% | 171 |
| 58 NeWest Residents | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 60 City Dimensions | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 61 High Rise Renters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **L9. Family Portrait** | 6,815 | 12.5% | 161 | 18,484 | 13.9% | 152 |
| 12 Up and Coming Families | 5,481 | 10.0% | 296 | 15,258 | 11.4% | 303 |
| 19 Milk and Cookies | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 21 Urban Villages | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 59 Southwestern Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 64 City Commons | 1,334 | 2.4% | 360 | 3,226 | 2.4% | 330 |
| **L10. Traditional Living** | 1,675 | 3.1% | 35 | 3,877 | 2.9% | 35 |
| 24 Main Street, USA | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 32 Rustbelt Traditions | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 33 Midlife Junction | 1,675 | 3.1% | 123 | 3,877 | 2.9% | 132 |
| 34 Family Foundations | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **L11. Factories & Farms** | 1,001 | 1.8% | 19 | 2,463 | 1.8% | 20 |
| 25 Salt of the Earth | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 37 Prairie Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 42 Southern Satellites | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 53 Home Town | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 56 Rural Bypasses | 1,001 | 1.8% | 121 | 2,463 | 1.8% | 121 |
| **L12. American Quilt** | 16,802 | 30.8% | 331 | 43,670 | 32.7% | 354 |
| 26 Midland Crowd | 12,198 | 22.3% | 599 | 32,200 | 24.1% | 629 |
| 31 Rural Resort Dwellers | 339 | 0.6% | 38 | 742 | 0.6% | 38 |
| 41 Crossroads | 4,265 | 7.8% | 518 | 10,728 | 8.0% | 508 |
| 46 Rooted Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 66 Unclassified | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

**Source:** ESRI

**Counties: Lee, AL**

| Tapestry Urbanization Groups | 2008 Households | | | 2008 Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total** | 54,617 | 100.0% | | 133,364 | 100.0% | |
| | | | | | | |
| **U1. Principal Urban Centers I** | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 08 Laptops and Lattes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11 Pacific Heights | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 20 City Lights | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 21 Urban Villages | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 23 Trendsetters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 27 Metro Renters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 35 International Marketplace | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 44 Urban Melting Pot | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **U2. Principal Urban Centers II** | 1,334 | 2.4% | 52 | 3,226 | 2.4% | 44 |
| 45 City Strivers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 47 Las Casas | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 54 Urban Rows | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 58 NeWest Residents | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 61 High Rise Renters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 64 City Commons | 1,334 | 2.4% | 360 | 3,226 | 2.4% | 330 |
| 65 Social Security Set | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **U3. Metro Cities I** | 2,133 | 3.9% | 35 | 7,155 | 5.4% | 47 |
| 01 Top Rung | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 03 Connoisseurs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 05 Wealthy Seaboard Suburbs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 09 Urban Chic | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10 Pleasant-Ville | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 16 Enterprising Professionals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 19 Milk and Cookies | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 22 Metropolitans | 2,133 | 3.9% | 330 | 7,155 | 5.4% | 543 |
| | | | | | | |
| **U4. Metro Cities II** | 11,241 | 20.6% | 189 | 22,118 | 16.6% | 168 |
| 28 Aspiring Young Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 30 Retirement Communities | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 34 Family Foundations | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 36 Old and Newcomers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 39 Young and Restless | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 52 Inner City Tenants | 1,510 | 2.8% | 182 | 3,254 | 2.4% | 171 |
| 60 City Dimensions | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 63 Dorms to Diplomas | 9,731 | 17.8% | 3976 | 18,864 | 14.1% | 2134 |
| | | | | | | |
| **U5. Urban Outskirts I** | 408 | 0.7% | 7 | 1,225 | 0.9% | 8 |
| 04 Boomburbs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 24 Main Street, USA | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 32 Rustbelt Traditions | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 38 Industrious Urban Fringe | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 48 Great Expectations | 408 | 0.7% | 43 | 1,225 | 0.9% | 59 |

**Source:** ESRI

**Counties: Lee, AL**

| Tapestry Urbanization Groups | 2008 Households | | | 2008 Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total** | 54,617 | 100.0% | | 133,364 | 100.0% | |
| | | | | | | |
| **U6. Urban Outskirts II** | 7,883 | 14.4% | 281 | 17,191 | 12.9% | 244 |
| 51 Metro City Edge | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 55 College Towns | 6,335 | 11.6% | 1459 | 13,377 | 10.0% | 1354 |
| 57 Simple Living | 294 | 0.5% | 38 | 678 | 0.5% | 43 |
| 59 Southwestern Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 62 Modest Income Homes | 1,254 | 2.3% | 227 | 3,136 | 2.4% | 230 |
| | | | | | | |
| **U7. Suburban Periphery I** | 8,479 | 15.5% | 99 | 23,048 | 17.3% | 107 |
| 02 Suburban Splendor | 1,410 | 2.6% | 149 | 4,010 | 3.0% | 150 |
| 06 Sophisticated Squires | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 07 Exurbanites | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12 Up and Coming Families | 5,481 | 10.0% | 296 | 15,258 | 11.4% | 303 |
| 13 In Style | 1,122 | 2.1% | 83 | 2,658 | 2.0% | 87 |
| 14 Prosperous Empty Nesters | 466 | 0.9% | 46 | 1,122 | 0.8% | 50 |
| 15 Silver and Gold | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **U8. Suburban Periphery II** | 2,449 | 4.5% | 46 | 5,759 | 4.3% | 48 |
| 18 Cozy and Comfortable | 506 | 0.9% | 33 | 1,238 | 0.9% | 33 |
| 29 Rustbelt Retirees | 268 | 0.5% | 23 | 644 | 0.5% | 26 |
| 33 Midlife Junction | 1,675 | 3.1% | 123 | 3,877 | 2.9% | 132 |
| 40 Military Proximity | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 43 The Elders | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 53 Home Town | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **U9. Small Towns** | 4,480 | 8.2% | 169 | 11,168 | 8.4% | 185 |
| 41 Crossroads | 4,265 | 7.8% | 518 | 10,728 | 8.0% | 508 |
| 49 Senior Sun Seekers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 50 Heartland Communities | 215 | 0.4% | 18 | 440 | 0.3% | 17 |
| | | | | | | |
| **U10. Rural I** | 15,209 | 27.8% | 246 | 40,011 | 30.0% | 264 |
| 17 Green Acres | 2,672 | 4.9% | 153 | 7,069 | 5.3% | 160 |
| 25 Salt of the Earth | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 26 Midland Crowd | 12,198 | 22.3% | 599 | 32,200 | 24.1% | 629 |
| 31 Rural Resort Dwellers | 339 | 0.6% | 38 | 742 | 0.6% | 38 |
| | | | | | | |
| **U11. Rural II** | 1,001 | 1.8% | 24 | 2,463 | 1.8% | 24 |
| 37 Prairie Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 42 Southern Satellites | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 46 Rooted Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 56 Rural Bypasses | 1,001 | 1.8% | 121 | 2,463 | 1.8% | 121 |
| | | | | | | |
| 66 Unclassified | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI